

## **Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (currently amended) A computerized surveying system ~~of~~ for collecting survey information comprising:

a communication device that initiates establishment of a communication channel between the system and a survey participant for presenting a question to the survey participant about a product, a service, or a product and a service with which the survey participant has experience;

a server for serving a first questioning series of core item questions developed to elicit feedback from the survey participant regarding the product, service, or product and service; and wherein

said server is also for serving a second questioning series of drill-down questions, wherein each one of the drill-down questions is associated with one of the core item questions or another drill-down question and is presented only when a response to the associated question meets a specified criterion;

an interactive voice recognition unit including a computer for executing software for providing

said questions to the survey participant in a verbal manner, wherein

said interactive voice recognition unit also receives the responses to said questions in a verbal manner;

a database server for storing survey participant answers to said core item questions and/or said drill-down questions communicated to the interactive voice recognition unit via the communication channel established for presenting the question to the survey participant; and

a survey presentation unit including a computer for executing software for automatically formatting and presenting said survey participant answers as a survey result to a user, wherein

a verbatim question is ~~provided~~ served to the survey participant by said server when a response to a previous question meets a specified criterion but no verbatim question is provided if the response does not meet the specified criterion, and wherein

said survey system includes a voice recorder for digitally recording said verbatim answer given by the survey participant for audio playback to the user.

Claims 2-5 (canceled).

Claim 6 (currently amended) A method of using a computerized survey system including at least one computer

for collecting and managing survey data comprising the steps of:

using the computerized surveying system for initiating  
a process of establishing communication with a  
survey participant, wherein

said survey participant is randomly selected from a  
pool of potential participants who had been  
provided a product or service within 72 hours of  
said initiating by the computerized surveying  
system;

using the computerized surveying system for presenting  
a first core item question about a product, a  
service, or a product and a service with which  
the survey participant has experience to the  
survey participant and recording a response to  
the first core item question in a database;

using the computerized surveying system for  
automatically interpreting the first core item  
response for meeting a specified criterion;

using the computerized surveying system for presenting  
at least one drill-down question to the  
participant and recording a response of the  
participant to the drill-down question in the  
database, said presenting of said at least one  
drill-down question occurring only if the first  
core item response meets the first specified  
criterion,

using the computerized surveying system for  
automatically interpreting the response to the

drill-down question for being within a predetermined acceptable response range, and using the computerized surveying system for presenting at least one verbatim question to the participant and recording a verbal response of the participant in the database, said presenting of said at least one verbatim question occurring only if the drill-down response is not within the predetermined acceptable response range; using the computerized surveying system for presenting a second core item question and recording a response to the second core item question; and using the computerized surveying system for automatically compiling and presenting a survey report to a user within 24 hours of said initiating, said survey report utilizing the answers collected from said survey participant for said report.

Claims 7-12 (canceled).

Claim 13 (currently amended) The system of claim [[12]] 1, further comprising a display for presenting said questions to an agent, wherein said system monitors said answers of the participant and switches to a manual survey mode if the participant requests a transfer to said manual survey mode or said system switches to said manual survey mode in response to an evaluation of one or more of said answers of the participant or in response to a lack of an expected answer of the participant, and wherein said server serves the same questions to the agent that said server

would automatically present to the participant so that the agent can present said same questions to the participant.

Claim 14 (previously presented) The System of claim 13, wherein the user is validated by said system prior to said survey result.

Claim 15 (currently amended) A method using a computerized survey system including at least one computer for ~~of~~ collecting survey information, said method comprising the steps of:

using the computerized survey system for providing a list of core item questions about a product, a service, or a product and a service with which the survey participant has experience;

using the computerized survey system for providing a list of drill-down questions, wherein each one of said drill-down questions is associated with one or more of said core item questions and/or is associated with one or more different ones of said drill-down questions;

using the computerized survey system for providing a list of verbatim questions, wherein each one of said verbatim questions is associated with one or more of said core item questions and/or is associated with one or more of said drill-down questions;

using the computerized survey system for contacting a survey participant;

one of a plurality of agents using the computerized survey system for requesting that the participant participate in an automated survey;

if the participant agrees to participate in said automated survey, using the computerized survey system for conducting an automated survey including the steps of:

using the computerized survey system for  
automatically presenting one or more of said core item questions to the survey participant;

using the computerized survey system for  
automatically storing an answer of the survey participant to said one or more of said core item questions in a database, wherein said recording includes voice recognition of said answer prior to said recording;

using the computerized survey system for  
automatically presenting at least one of said drill-down questions to the survey participant only if said answer of the participant to a prior presented core item question or a prior presented drill-down question associated with said at least one drill-down question meets a specified criterion;

using the computerized survey system for  
automatically storing an answer of the survey participant to said at least one

drill-down question in said database,  
wherein said recording includes voice  
recognition of said answer prior to said  
recording;

using the computerized survey system for  
automatically presenting at least one of  
said verbatim questions to the survey  
participant only if said answer of the  
participant to a prior presented core item  
question or a prior presented drill-down  
question associated with said at least one  
verbatim question meets a specified  
criterion;

using the computerized survey system for  
automatically recording a verbal answer of  
the survey participant to said at least one  
verbatim question and storing said recording  
in said database, wherein said recording is  
a literal recording of the participant's  
spoken answer;

using the computerized survey system for  
automatically transferring from said  
automated survey to a manual survey if one  
or more of (1) the participant requests an  
agent, (2) the participant fails to respond  
to a question, and (3) an answer given by  
the participant meets at least one specified  
criterion;

if the participant does not agree to an automated  
survey, using the computerized survey system for

requesting the participant to participate in said manual survey, or if transferred from said automated survey, using the computerized survey system for conducting said manual survey, wherein said manual survey utilizes the automated survey method except that said questions are first automatically presented to one of the agents and then provided by said one of the agents to the participant; and

using the computerized survey system for using said answers in said database for generating a survey report, wherein said report includes playing back said verbal answer of the survey participant.

Claim 16 (previously presented) The method of claim 15, wherein none of the answers provided by the participant are provided using a touch-tone system.

Claim 17 (previously presented) The method of claim 15, further comprising the steps of:

automatically compiling said answers into said survey report; and

presenting said survey report to an authenticated user of said system.

Claim 18 (previously presented) The method of claim 15, wherein all of the answers provided by the participant are provided orally and wherein all of said answers except answers to said verbatim questions are interpreted by using automated voice recognition.



Claim 19 (currently amended) [[A]] The computerized survey system for implementing the method of claim 18, said system comprising a server, a terminal, a voice recognition application, a connection device for contacting said survey participant, and said database, wherein said questions are stored in said system, said presenting steps are performed by said server executing one or more computer programs, said terminal is for displaying said automated questions to said one of the agents when said manual survey is being conducted, and said voice recognition application is for providing said automated voice recognition.

Claim 20 (currently amended) [[A]] The computerized survey system for implementing the method of claim 17, said system comprising a server, a terminal, a presentation unit, a connection device for contacting said survey participant, and said database, wherein said questions are stored in said system, said presenting steps are performed by said server executing one or more computer programs, and said terminal is for displaying said automated questions to said one of the agents when said manual survey is being conducted, and wherein said presentation unit is for presenting said survey report to the authenticated user of said system.

Claim 21 (currently amended) [[A]] The computerized survey system for implementing the method of claim 15, said system comprising a server, a voice recognition application, a connection device for contacting said survey participant, and said database, wherein said questions are stored in said system and said presenting steps are performed by said server executing one or more computer

programs.

Claim 22 (previously presented) The system according to claim 1, wherein the communication device is an automated outgoing call device that dials a programmed series of participant telephone numbers at scheduled times.

Claim 23 (canceled).

Claim 24 (currently amended) A method of using a computerized surveying system including at least one computer for collecting and managing survey data comprising the steps of:

using the computerized surveying system for initiating a process of establishing communication with a survey participant, wherein

said survey participant is randomly selected from a pool of potential participants who had been provided a product or service within 72 hours of said initiating by the computerized surveying system;

using the computerized surveying system for presenting said survey participant with a survey including at least one verbatim question and recording a verbal response of the participant to said verbatim question for storing in a database, said presenting of said at least one verbatim question occurring only if the response to a previous question is not within a predetermined acceptable response range;

using the computerized surveying system for automatically compiling and presenting a survey

report to a user within 24 hours of said  
initiating, said survey report including playing  
said recorded verbatim response to the user.